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**SOFTWARE POWERS THE INTERNET**



# Oracle WebDB Portal

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## Product Overview

# Agenda



- The Case for Enterprise Information Portals
- Oracle WebDB Portal - Oracle's EIP Solution
- Key Features of Oracle WebDB Portal
- Summary/Timeline

# The Internet *Changes* Everything



- The way we do business
- The way we use information

## So ... how far have we come?

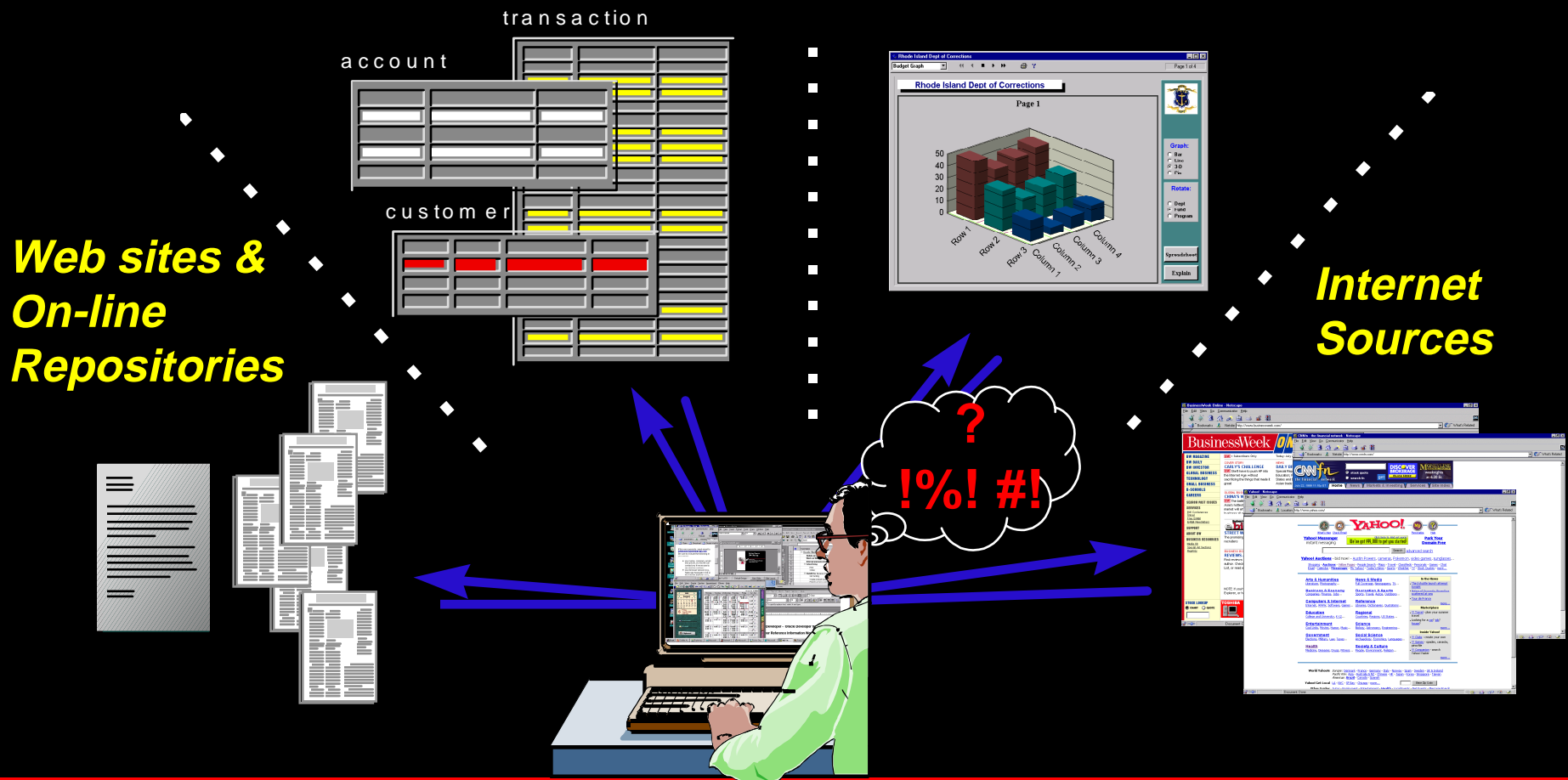
- Internet presence - **in place**
- Intranet infrastructure - **evolving**
- Web-based applications - **emerging**
- B to B and extranet services and applications - **underway**

## However, benefits to date have been mixed ....

- Wide-scale access **BUT** information overload  
largely HTML sources  
conflicting data
- Inexpensive to develop **BUT** complex to manage  
technical skills required  
Webmaster bottleneck
- Window into enterprise data **BUT** information is fragmented  
limited end-user contribution  
no context  
one view for everyone

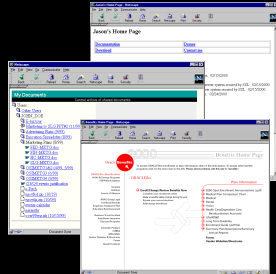
# RESULT - The *user* is both overloaded and frustrated

## Enterprise Applications



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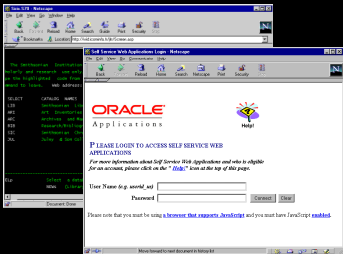
# RESULT - *IT* is under siege



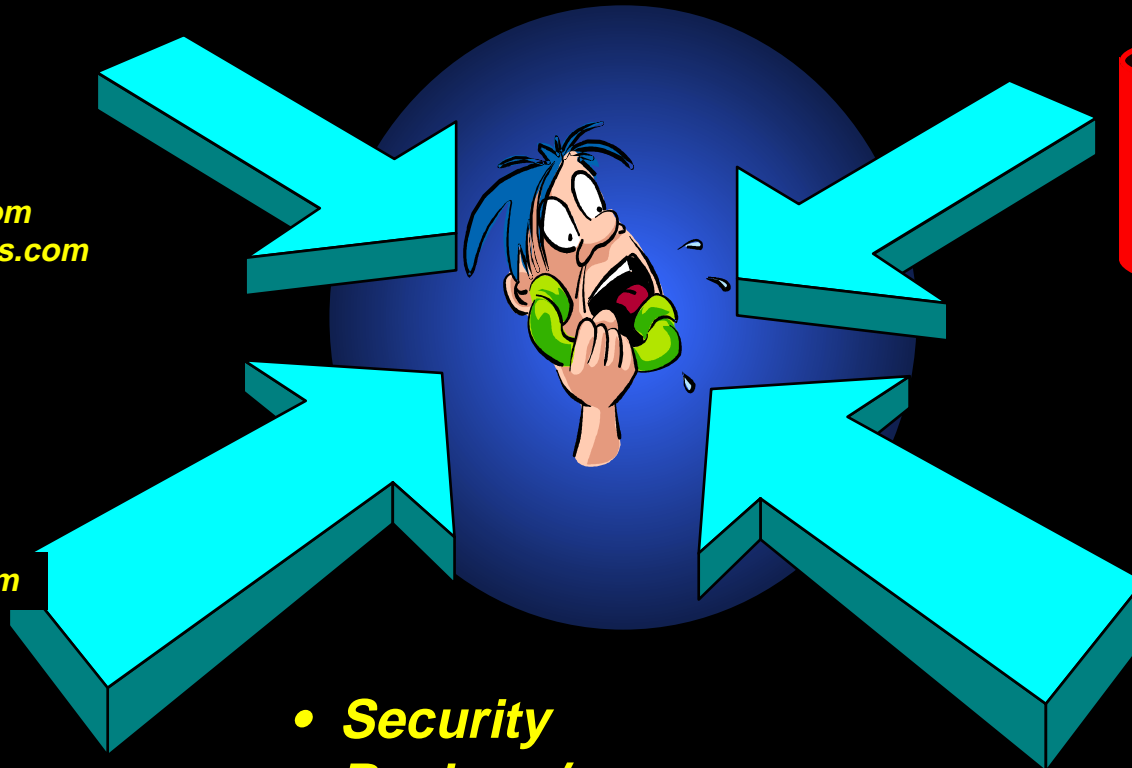
[http://my\\_webpage.com](http://my_webpage.com)  
[http://your\\_documents.com](http://your_documents.com)



[http://my\\_company.com](http://my_company.com)



[http://company\\_apps.com](http://company_apps.com)  
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- **Security**
- **Back-up/recovery**
- **System management**
- **Maintenance**

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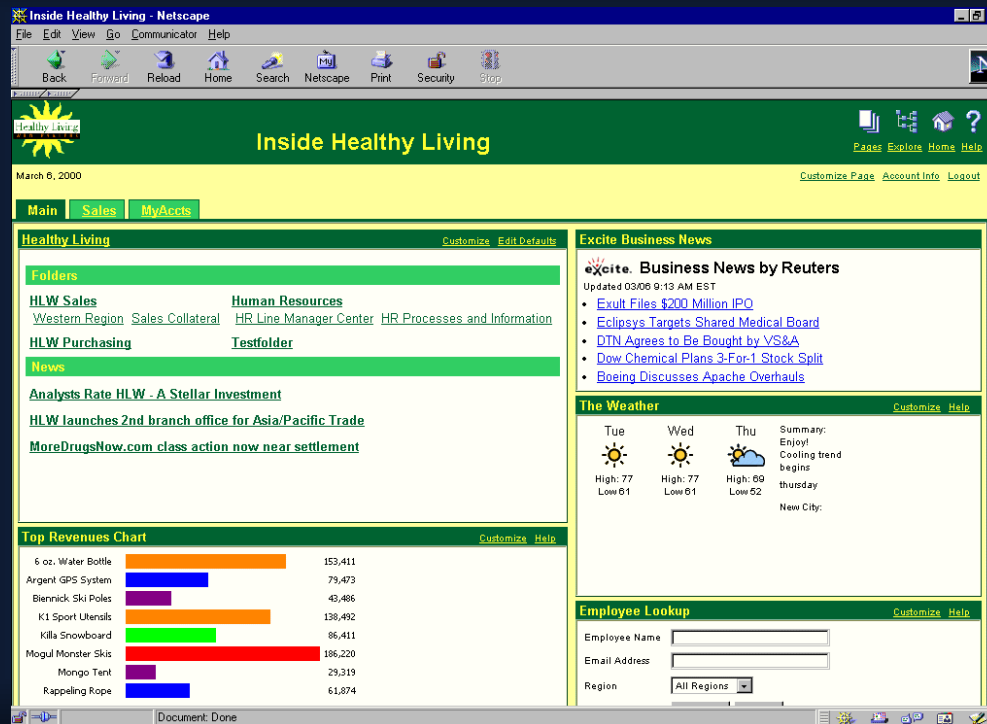
# The Challenge

- Rationalize, unify access to heterogeneous data sources
- Provide context and navigational assistance
- Support creation of personalized group and user views
- Support end user self-service
- Incorporate a centralized, secure, scalable, manageable IT architecture

# Solution - Enterprise Information Portal (EIP)

- A common, integrated starting point for personalized access to relevant enterprise information sources:
  - Enterprise applications
  - Business intelligence
  - Publishing and collaborative environments
  - Internet resources
  - Other on-line resources

# Introducing - Oracle WebDB Portal

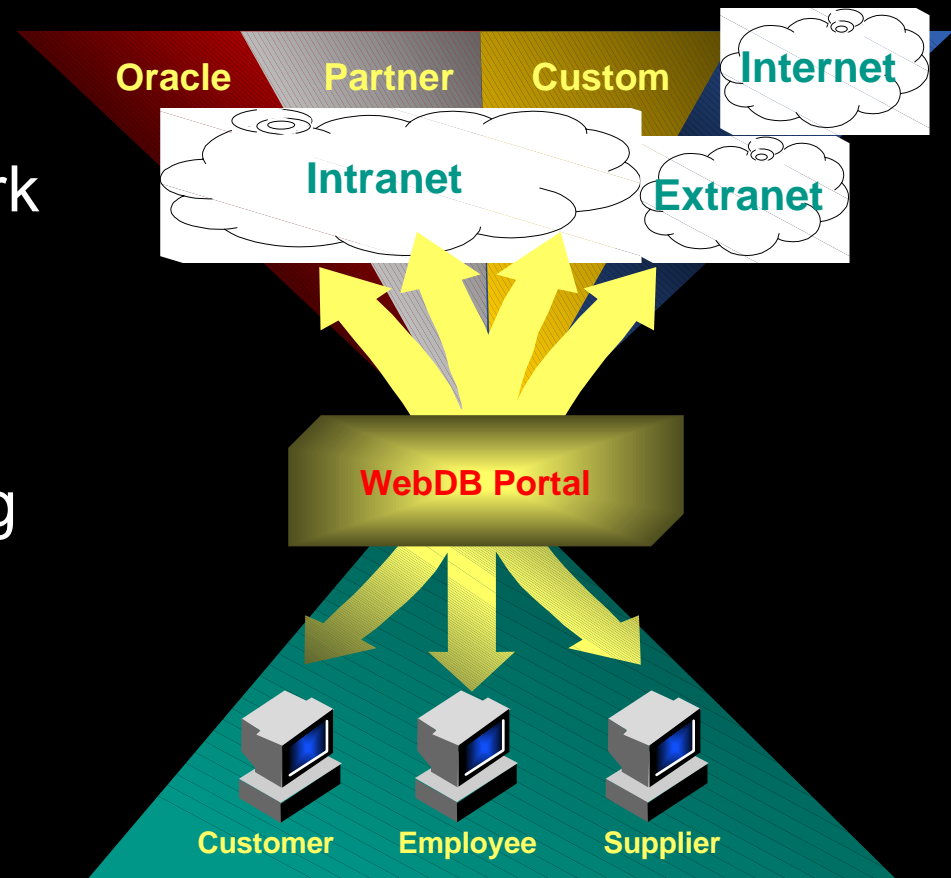


*"It's clear that Oracle understands what it will take to succeed in the fast and furious portal market. "*

**Wayne Eckerson, Patricia Seybold Group**

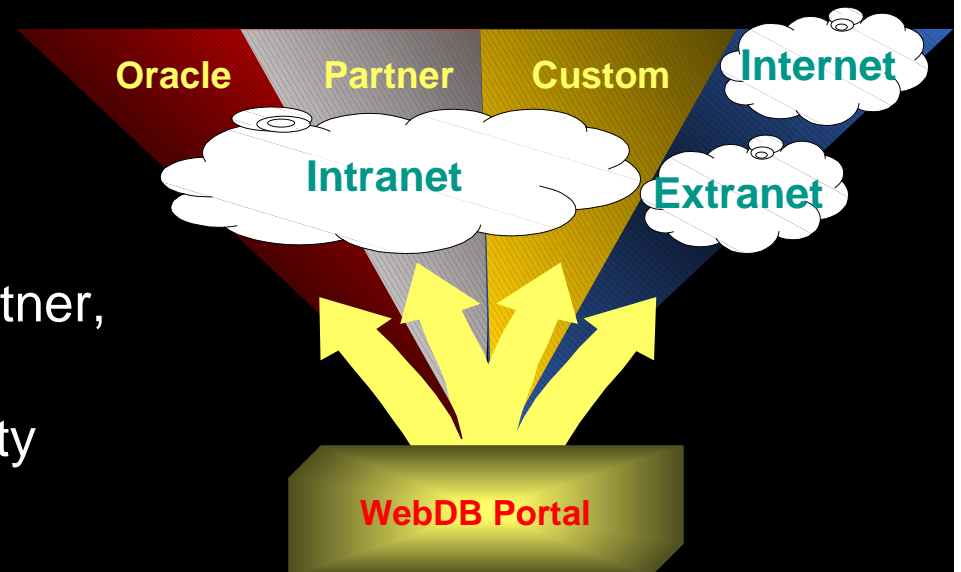
# Key Features - Oracle WebDB Portal

- Extensible Portal Framework
- Personalized, Integrated Working Environment
- Self-service Web Publishing
- Centralized Portal Administration



# Extensible Portal Framework

- Universal access to enterprise information
  - Applications, tools, and repositories register via “portlets”
  - Library of standard, partner, and custom portlets
  - Integrated portal security



***Leverage existing and future investments***

# What is a Portlet?

*An area within a Portal page which displays information or navigation for a specific purpose*

- Contains summary or selected information important to the user
- “Drilling” through the Portlet navigates to additional information
- WebDB Portal pages are composed of Portlets

The screenshot displays a web portal interface with several portlets. At the top left is the 'MyWebDBChart' portlet, which shows a horizontal bar chart for employee salaries. To its right is the 'Excite Business News' portlet, displaying news from Reuters. Below these are navigation tabs for 'Pages', 'Sites', and 'Components'. The 'Components' tab is active, showing options to 'Create Page', 'Create Style', and 'Create Layout'. Below the navigation tabs is a 'Project Santana' portlet, which contains a table of employee data. To the right of the 'Project Santana' portlet is a 'Security' portlet with links to 'Secretary' and 'in Profit'. At the bottom right is a 'Quick Assign' portlet.

**MyWebDBChart**

Employee	Salary
SMITH	800
JAMES	950
ADAMS	1100
WARD	1250
MARTIN	1400
MILLER	1500
TURNER	1600
ALLEN	1700
CLARK	1800

**Excite Business News**

excite. Business News by Reuters  
Updated 02/26 12:42 PM EST  
♦ [Palmtop Toys in Race for Business Bounty](#)

**Project Santana**

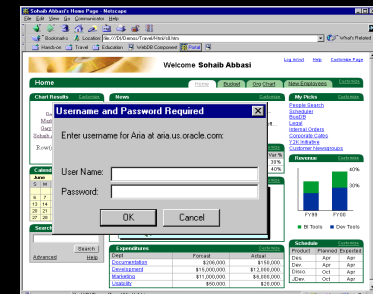
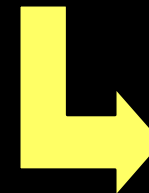
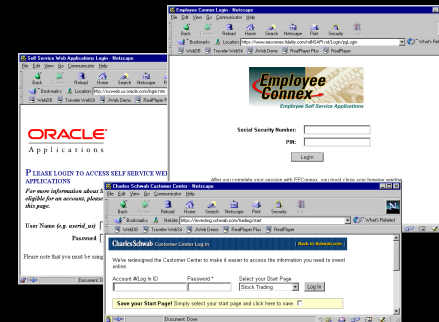
Deptno	Dname	Loc	Comm	Deptno	Empno	Ename	Hiredate	Job	Mgr	Sal
20	RESEA	DALLAS	(null)	20	7369	SMITH	17-DEC-80	CLERK	7902	800
30	SALES	CHICAGO	300	30	7499	ALLEN	20-FEB-81	SALESMAN	7698	1600
30	SALES	CHICAGO	500	30	7521	WARD	22-FEB-81	SALESMAN	7698	1250
20	RESEA	DALLAS	(null)	20	7566	JONES	02-APR-81	MANAGER	7839	2975
30	SALES	CHICAGO	1400	30	7654	MARTIN	28-SEP-81	SALESMAN	7698	1250
30	SALES	CHICAGO	(null)	30	7698	BLAKE	01-MAY-81	MANAGER	7839	2850
10	ACCOU	NEW YORK	(null)	10	7702	CLARK	09-JUN-81	MANAGER	7839	2450
20	RESEA	DALLAS	(null)	20	7788	SCOTT	09-DEC-82	ANALYST	7566	3000
10	ACCOU	NEW YORK	(null)	10	7839	KING	17-NOV-81	PRESIDENT	(null)	5000
30	SALES	CHICAGO	0	30	7844	TURNER	08-SEP-81	SALESMAN	7698	1500
20	RESEA	DALLAS	(null)	20	7876	ADAMS	12-JAN-83	CLERK	7788	1100
30	SALES	CHICAGO	(null)	30	7900	JAMES	03-DEC-81	CLERK	7698	950
20	RESEA	DALLAS	(null)	20	7902	FORD	03-DEC-81	ANALYST	7566	3000
10	ACCOU	NEW YORK	(null)	10	7934	MILLER	23-JAN-82	CLERK	7702	1300

# Portlet Library for Users, Developers, and Administrators

	End User Portlets (LOB-specific)	
	End User Portlets (general purpose)	
	Development Portlets	
	Administrative Portlets	

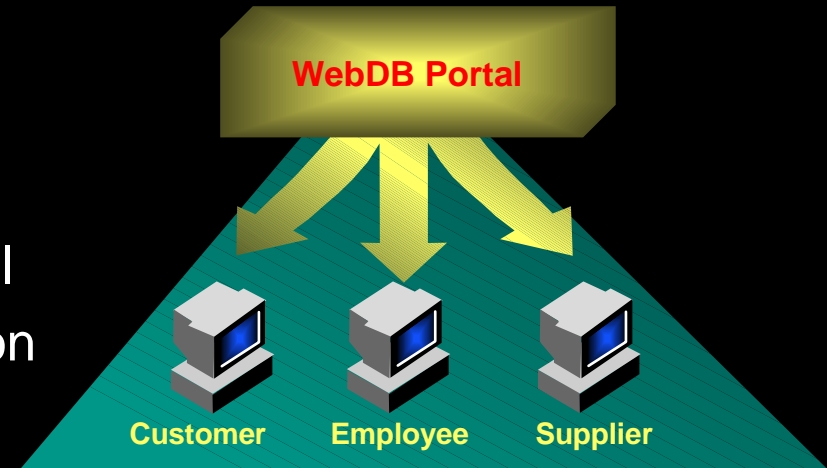
# Comprehensive, Granular Security

- Integrated user, user group manager
  - Single ACL mechanism
  - Group and user level security
- Single sign-on to registered applications
  - Authentication via log-in server; LDAP support
  - Automatic login process



# Personalized, Integrated Working Environment

- Easy to use
  - Consistent look and feel
  - Consistent customization interface
- Personalized
  - Self service
  - Layered (enterprise, departmental, user)
  - Global and personal pages



*One framework, all the views users need*

- Create portal page
  - Create new pages
  - Define regions and layouts
  - Apply page styles
  - Add portlets



- Personalize a portal page
  - Add new portlets/hide default portlets
  - Apply new page style



# Portlet Library - Example

**Engineering**

Technical news

Design documentation

Design team discussion

Defect report

**Sales**

Sales news

Proposal repository

Sales calendar

Customer analysis

**Purchasing**

Purchasing news

Supplier contracts

Open PO report

Supplier history

**General**

Personal calendar

Portal search/  
saved search

To do list

Favorites

# Assemble Portlets to Create LOB Specific Views - Sales

Sales news

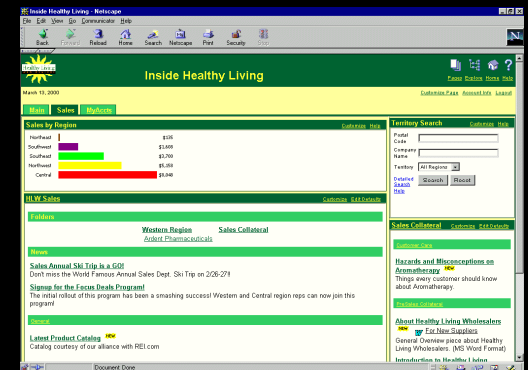
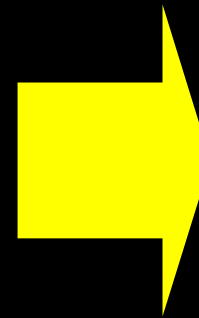
Proposal repository

Sales calendar

Customer analysis

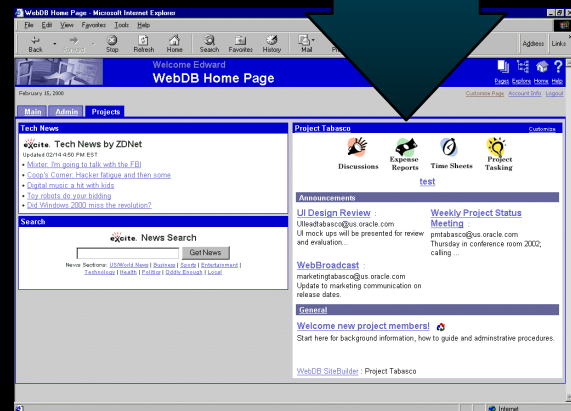
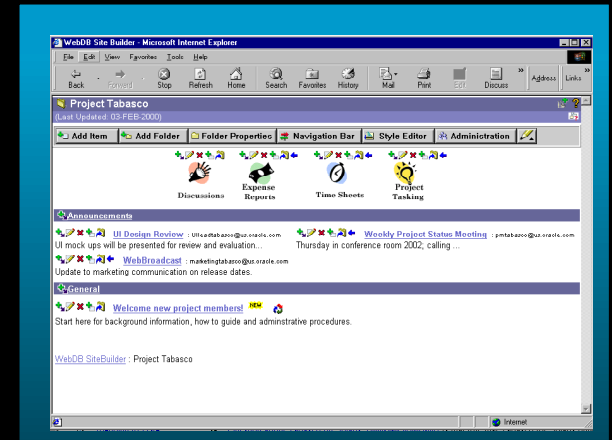
Personal calendar

Portal search/saved search



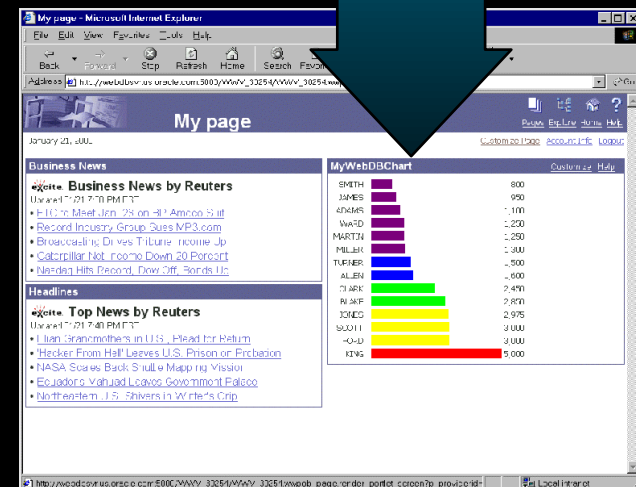
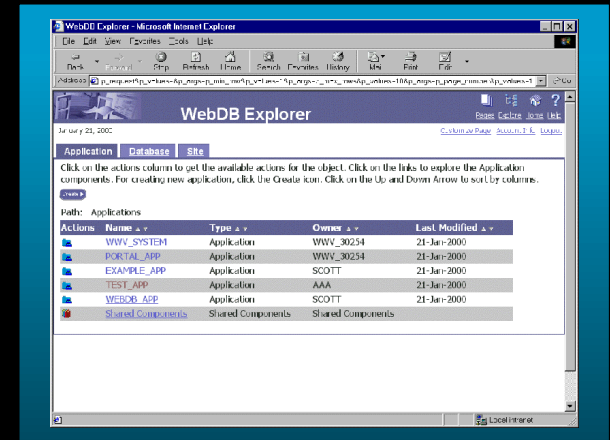
# Self-service Web Publishing

- Browser based formatting, publishing, and editing
- Powerful classification, grouping and attribution of content items
- Access privileges defined by content owners
- Flexible, declarative control of layout and style
- Built-in search and navigation services



# Dynamic Access to Oracle Resources

- Build dynamic HTML application components to Oracle data
- Data model for creating applications from components
- Wizard-based, declarative design environment
- Expose to portal users as a portlet

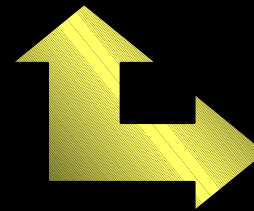


# Scaleable and Manageable

- Easy integration into existing Web architectures
- Deploy globally; supports 23+ languages
- Monitor performance using reports/charts of key system metrics
- Runs inside Oracle 8i; manage data using standard database techniques and tools



**Browser**



**Database**

# Simple to Deploy and Administer

- Retain central control of users & portal-wide settings
- Administer all aspects of the portal from a Web browser using familiar controls
- Simple install; default portal environment and portal services out of the box
- No additional client-side software required

# Benefits

- Good for Employees
  - Personalized view of applications & data
  - Single source of truth (single point of interaction)
  - Easy to use; everyone can contribute
- Good for IT
  - Rationalize and standardize end-user access
  - Secure and manageable
  - Easy to deploy and administer
- Good for Enterprise
  - Increased employee productivity and decision making
  - Improved interaction w/ supply chain

# Summary

- Intranets of today have overloaded and confused users and put IT under siege
- Enterprise Information Portals (EIP)s address these problems by providing
  - an easy to use, personalized, single source of truth for users
  - a secure, manageable, easy to deploy and administer IT environment
- Oracle WebDB Portal is a complete and compelling EIP solution that supports business priorities, user needs and IT requirements

# Why Oracle?

- Complete, open, extensible solution
  - Integrate ANY Web accessible data source
- Unmatched personalization capabilities
  - Security, layout, content, look/feel
- Built-in, integrated tools for user self service
- Built on proven technology
- Oracle is a trusted provider of infrastructure



***Make Oracle WebDB Portal the EIP component  
of your enterprise-level IT infrastructure***

# Timeline

- Departmental Portal - Oracle WebDB 2.2
- Enterprise Portal
  - Oracle WebDB Portal beta - Q1CY00
  - Oracle WebDB Portal production - Q2CY00
- Custom, Packaged, Distributed Portals -  
Soon

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